BLACKBIRD FOR TRAINING

Leading Digital and AI Transformation Course

17 – 21 May 2027
Düsseldorf (Germany)



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Ref: 108_363919 **Date:** 17 – 21 May 2027 **Location:** Düsseldorf (Germany) **Fees:** 5900 GBP

Introduction:

This one-week Leading Digital and AI Transformation Course prepares you to steer combined digital and AI change across your organisation, from setting the vision to scaling pilots that deliver measured value. You build and take back a wave-based transformation roadmap with an AI use-case portfolio, a governance charter and a value scorecard of leading and lagging KPIs. You need experience leading or sponsoring at least one digital or AI initiative, because the course starts where introductory transformation courses stop. You practise on a cross-sector case study, making and defending the calls a steering group expects from you.

Course Objectives:

- Score your organisation's digital and AI maturity with a readiness scorecard and turn the gaps into a vision statement
- Build a prioritised AI use-case portfolio by scoring your own ideas on value, feasibility, data readiness and risk
- Draft an AI governance charter for your organisation that sets risk tiers, decision rights and controls using the NIST AI RMF and ISO/IEC 42001
- Map the people, skills and culture impact of your initiatives with a stakeholder impact map and a skills gap matrix
- Plan how your pilots scale with stage gates, exit criteria and a weighted partner evaluation scorecard
- Present a wave-based transformation roadmap with a value scorecard of leading and lagging KPIs to your steering group

Target Audience:

- You lead a function, business unit or department and decide where digital and AI tools change how your team works.
- You run a transformation, digital or innovation office and coordinate initiatives across several functions.
- You manage IT, data or analytics teams and turn business demand for AI into delivered, governed solutions.
- You are a professional leading a digital or AI initiative and need sponsorship, funding and adoption beyond the pilot.
- You oversee risk, compliance or strategy and set how AI systems are approved, monitored and reported.



Course Outline:

Day 1: Set the Digital and AI Vision and Assess Readiness

- Assessing Digital and AI Maturity With a Readiness Scorecard
- Mapping Value Pools Across Customers, Operations and Workforce
- Benchmarking Current Initiatives Against Leading Adopter Patterns
- Framing Ambition Levels With a Three-Horizon Transformation Model
- Build: Readiness Scorecard and Digital and AI Vision Statement

Day 2: Prioritise the AI Opportunity Portfolio and Data Foundations

- Sourcing Use Cases Through Workflow Redesign and Pain-Point Mapping
- Scoring Use Cases on Value, Feasibility, Data Readiness and Risk
- Auditing Data Foundations With a Data Readiness Checklist
- Sequencing the Portfolio Using a Value Versus Effort Matrix
- Build: Prioritised AI Use-Case Portfolio With Data Readiness Ratings

Day 3: Design the Operating Model and Govern AI Responsibly

- Choosing Between Centralised, Federated and Hub-and-Spoke Operating Models
- Assigning Decision Rights With a RACI Matrix for AI
- Tiering AI Risks Using the NIST AI RMF Functions
- Aligning Controls to an ISO/IEC 42001 AI Management System
- Build: AI Governance Charter With Risk Tiers and Decision Rights

Day 4: Lead People and Scale Pilots Beyond Experiments

- Mapping Stakeholder Impact and Resistance With an Influence Grid
- Closing Capability Gaps With a Role-Based Skills Gap Matrix
- Setting Stage Gates and Exit Criteria for Pilot Scaling
- Evaluating Technology Partners With a Weighted Evaluation Scorecard
- Build: Pilot Scaling Plan With Stage Gates and Partner Scorecard

Day 5: Build the Transformation Roadmap Through a Case Study

- Analysing a Cross-Sector Transformation Case Under Steering Group Scrutiny
- Applying the Use-Case Portfolio to Sequence Roadmap Waves
- Stress-Testing the Governance Charter Against Case Study Incidents
- Defining Leading and Lagging KPIs in a Value Scorecard
- Build: Wave-Based Transformation Roadmap Presented to a Steering Group



Skills You Will Gain:

- Digital and AI Maturity Assessment
- Use-Case Value and Feasibility Scoring
- Data Readiness Auditing
- AI Operating Model Design
- AI Risk Tiering
- Stage-Gate Pilot Management
- Technology Partner Evaluation
- Transformation Value Tracking

Why Attend This Course:

- Score your current AI ideas during the course and take a ranked portfolio into your next planning cycle.
- Draft approval rules for AI systems that your risk and IT colleagues can review the week you return.
- Test your pilot plans against stage gates and exit criteria before more budget is committed.
- Leave with a wave-based transformation roadmap and value scorecard ready to present to your steering group.

Conclusion:

In your first week back, open the transformation roadmap and replace the case data with your own initiatives, rescoring each use case on value, feasibility, data readiness and risk. Then take the roadmap and governance charter to your sponsor and steering group, and agree who owns each wave and which decisions need their sign-off. Once the first wave starts, check the value scorecard: confirm the leading KPIs are moving, the stage-gate exit criteria are applied, and the risk tiers still match how each AI system is used.

Frequently Asked Questions FAQ:

What will you be able to do after the Leading Digital and AI Transformation Course?

You will be able to assess digital and AI readiness, prioritise an AI use-case portfolio, set governance with risk tiers and decision rights, plan how pilots scale, and present a wave-based roadmap with a value scorecard to a steering group.

What do you need to know before starting the Leading Digital and AI Transformation Course?

You need practical experience leading or sponsoring a digital or AI initiative and a working grasp of how your organisation sets budgets and priorities. You do not need to code or build models; the course works at the level of decisions, structures and value.



What do you build during the Leading Digital and AI Transformation Course?

You build a readiness scorecard and vision statement, a prioritised AI use-case portfolio, an AI governance charter, a pilot scaling plan with stage gates and a partner scorecard, and finally a wave-based transformation roadmap with a value scorecard.

How does the Leading Digital and AI Transformation Course differ from an introductory digital transformation course?

An introductory course explains what digital transformation is and why it matters. This advanced course assumes you already run initiatives and concentrates on choosing AI use cases, governing AI risk, scaling pilots and measuring value across a whole organisation.

